

6-Month Diploma in Digital Marketing with AI

Launch your career in digital marketing with our comprehensive 6-month diploma program that integrates cutting-edge AI tools and hands-on experience. This program is designed for aspiring marketers and career switchers who want to master the skills that today's digital landscape demands.

6

Months Training

Comprehensive curriculum covering all aspects of digital marketing

2

Months Internship

Real-world experience with actual clients or agency simulation

3

Certifications

Diploma, Internship Certificate, and Skill India certification

Flexible Learning

Choose from online, offline, or hybrid modes to fit your lifestyle and learning preferences

Industry Recognition

Earn credentials that employers value, including Skill India certification

Complete Portfolio

Build a professional portfolio showcasing real campaigns and measurable results

Months 1-2: Building Your Foundation

Your journey begins with mastering the fundamentals of digital marketing and SEO. You'll learn how consumers think and behave online, understand marketing funnels, and get hands-on with the tools that power modern digital campaigns. By the end of Month 2, you'll be optimizing websites and creating content strategies powered by AI.

July

17

Month 1: Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Understanding Digital Consumer Behavior
- Marketing Funnels (TOFU-MOFU-BOFU)
- Branding & Positioning in the Digital Era
- Google Workspace & Basic Tools
- SEO Fundamentals
- Website Planning & WordPress Basics

1

2

July

17

Month 2: SEO & Content Strategy

- On-Page SEO (Keywords, Meta Tags, Schema)
- Off-Page SEO (Backlinks, Local SEO)
- Content Marketing Strategy & AI Copywriting
- Blogging with ChatGPT for SEO
- Keyword Research with SEMrush, Ahrefs
- Google Search Console & SEO Audit



SEO Mastery

Learn both on-page and off-page optimization techniques that actually work



AI-Powered Content

Use ChatGPT and other AI tools to create compelling, SEO-optimized content



Data-Driven Decisions

Master Google Search Console and analytics tools to track your success

Months 3-4: Social Media & Paid Advertising

Transform into a social media marketing expert and paid advertising specialist. You'll master organic growth strategies, paid campaigns across multiple platforms, and email marketing automation. Learn how AI can predict trends, optimize ad spend, and personalize customer engagement at scale.



Social Platforms

Meta, X, LinkedIn, Pinterest mastery



Paid Ads

Facebook, Instagram, Google Ads campaigns



Email Marketing

Automation with Brevo, Mailchimp



1



Month 3: Social Media Marketing

Content calendar planning with AI, organic growth techniques, paid ads on Facebook & Instagram, social listening, influencer marketing strategy, and comprehensive analytics

2



Month 4: PPC & Email Marketing

Google Ads mastery (Search, Display, Shopping, Video), AI-powered copywriting, retargeting campaigns, conversion tracking, email marketing funnels, and automation tools

Months 5-6: Advanced Skills & Portfolio Building

The final two months transform you into a complete digital marketing professional. You'll master e-commerce strategies, advanced analytics with GA4, and cutting-edge AI marketing tools. Month 6 focuses on your professional brand, freelancing skills, and a comprehensive capstone project that showcases everything you've learned.



Month 5: E-Commerce & AI Tools

- E-commerce Marketing (Amazon, Shopify, D2C)
- Affiliate & Partnership Strategies
- GA4 & Campaign Tracking
- AI for Customer Segmentation
- AI Chatbots & WhatsApp Marketing



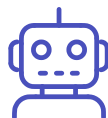
Month 6: Career Launch & Capstone

- Personal Branding & LinkedIn Optimization
- Freelancing Platforms (Fiverr, Upwork)
- Portfolio Website Building
- Management & Entrepreneurship Training
- End-to-End Campaign Project



E-Commerce Expertise

Master the strategies that drive sales on Amazon, Shopify, and direct-to-consumer platforms



AI Integration

Learn to leverage AI for customer segmentation, personalization, and automated marketing



Career Ready

Build your personal brand, master freelancing platforms, and create a winning portfolio

Months 7-8: Real-World Internship Experience

Put your skills to the test with a comprehensive 2-month internship where you'll work with real clients or in an agency simulation environment. This hands-on experience is where theory meets practice, and you'll develop the confidence and portfolio pieces that set you apart in the job market.

01

🎓 Client Assignment

Get matched with real clients or participate in realistic agency simulations that mirror actual industry scenarios

02

Weekly Reviews

Regular check-ins and reporting sessions to ensure you're on track and learning from every experience

03

Diverse Deliverables

Execute task-based projects across SEO, social media, paid advertising, and email campaigns

04

Analytics & ROI

Track campaign performance, optimize for results, and demonstrate measurable business impact

05

Final Presentation

Showcase your learnings, results, and professional growth through a comprehensive internship report



Internship Certificate

Official documentation of your hands-on training and professional development

Letter of Recommendation

Performance-based endorsement that opens doors to exciting career opportunities

Bonus Modules & Your Marketing Future

Beyond the core curriculum, you'll gain access to exclusive bonus workshops that give you an edge in the competitive digital marketing landscape. These specialized modules cover the tools and techniques that today's top marketers use to create stunning content, automate workflows, and drive exponential growth.

Canva Mastery for Designers

Create professional-quality graphics, social media posts, and marketing materials without expensive software

ChatGPT for Content & Automation

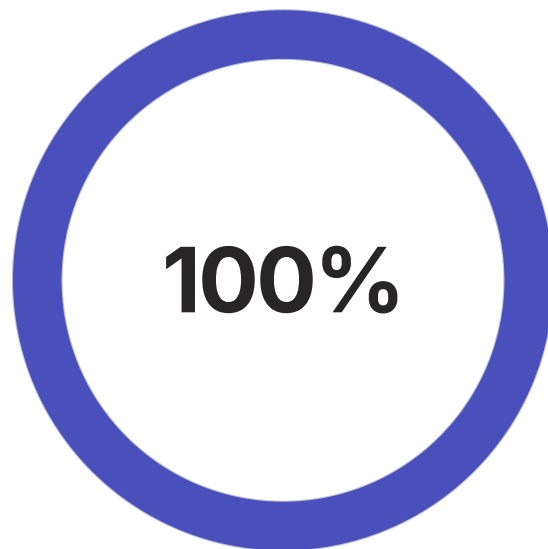
Master prompt engineering to generate compelling copy, automate repetitive tasks, and boost productivity

AI Tools for Marketers

Explore the latest AI-powered marketing tools that are transforming how campaigns are created and optimized

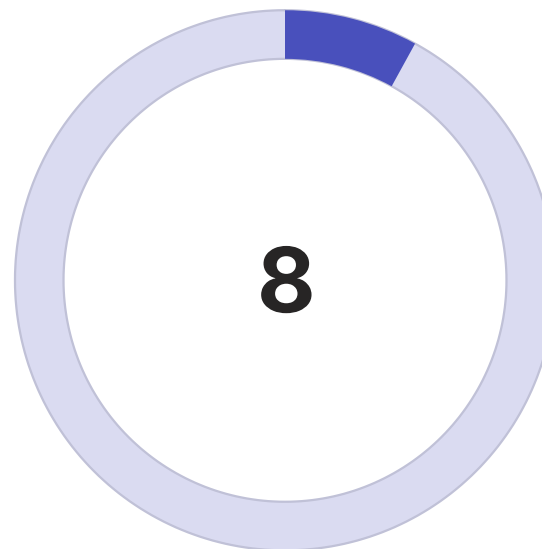
Growth Hacking Techniques

Learn the unconventional strategies that startups use to achieve explosive growth on limited budgets



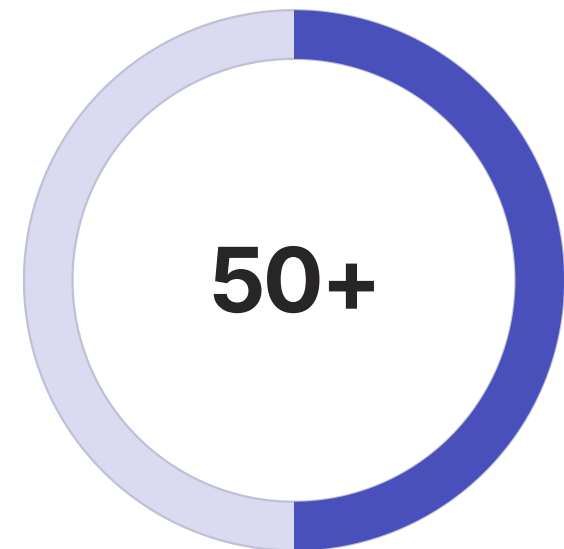
Job-Ready Skills

Complete toolkit for immediate employment or freelancing success



Total Months

Comprehensive training plus real-world internship experience



Tools Mastered

From Google Ads to AI platforms, you'll know them all